

COMMITTEE ON ADMINISTRATION/INFORMATION SYSTEMS

June 1, 2005

5:15 PM

Chairman Forest called the meeting to order.

The Clerk called the roll.

Present: Aldermen Forest, Gatsas, Osborne, Lopez

Absent: Alderman Porter

Messrs.: Deputy City Solicitor Arnold, Dr. Grace Sullivan, Jim McLean,
Ann McArdle

Chairman Forest advised that the purpose of the meeting was a planning session relating to Government Access Television.

Dr. Grace Sullivan, Director of MCTV, stated thank you very much for taking your time on this beautiful evening to spend an hour going through and getting some input from the Committee on Administration on the future of MCTV Government Access. With Public Access separating from MCTV we're looking at Government and Education Access and how we can improve it, what kind of services we should provide, what kind of programming should we be doing, what kind of facilities, equipment and resources would we like to have and how can we promote MCTV and its services better and how can we get more government organizations involved. This morning we met with representatives of departments at the Rines Center...we had folks from Fire, Highway, Health, Library, Office of Youth Services, Parks Director Ron Ludwig was there, Kevin Clougherty was there...it was a really exciting session and ended up with a lot of good ideas which we will incorporate into our report and will hopefully present it in August to the School Board as well as to the Committee on Administration because what we'd like to do is keep the Committee on Administration more informed on what we're doing not only with government access but education access also. Ann McArdle is the facilitator, she served as the Director of Administration at Sheehan, Phinney & Bass and was Director of Business Operations, she was Vice President of First NH Bank which brought her to us. She was a member of the Dartmouth Hitchcock Overseers and also works as a part-time Director of that Forum on Higher Education and is well versed and again we'll be looking at those questions and hopefully you will be giving us some direction as to where we should be going. Thank you very much.

Ms. Ann McArdle stated tonight's agenda is really focused on generating ideas for the future of the government portion of the future of MCTV. We're going to be holding another session tomorrow and then a fourth session with the School Board in mid-June to get ideas about the educational access part of the channel. This morning...and I do a tremendous amount of strategic planning I have to tell you that I thought the ideas that people came up with from the various City departments were really exciting. We took the discussion this morning and kind of funneled it down into a few basic questions. Let me tell you what we would like to ask for your input on this evening. First of all, we'd like to have your ideas about who is...what's the definition of government for purposes of the government access channel going forward. How do we define who is government in terms of this access channel? Number two, what could and should the government access channel be doing for the citizens of the greater Manchester area? And, what I would say to you is in terms of coming up with ideas and I know that this is such a huge part of your job that it's hard to say well we couldn't do that because it would cost ten times X...what I would say to you is just come up with as many ideas that you think would be useful to people in the community to hear about what's going on in government, so that's number two. Number three...what kinds of resources would we like to have ideally and as I said this morning and of course it's a crazy image but if Bill Gates found himself here and said I'd really like to do something for this community and I'd like to give you whatever you need for your community access channel, what would you want in terms of resources...people, buildings, equipment, everything...and, finally, my question to you is what do you think we could do to expand the viewership of the government access channel in Manchester. My personal feeling from my own neighborhood and I live up on Gingras Avenue is that I don't think my neighbors spend a lot of time watching MCTV and I think they're missing a lot. From the perspective of marketing and outreach what do you think we could do to help encourage more viewership and more interaction with viewers. So, those are the topics. Let me start by asking in your mind who is government for purposes of MCTV, what agencies, what entities. For purposes of MCTV who do you include in the category of government, what departments, do you include yourself in that category?

Alderman Lopez stated the policy-makers as government of the City.

Ms. McArdle stated by policy-makers you mean?

Alderman Lopez stated I mean the Board of Mayor and Aldermen, the Mayor, department heads following up the policies in order to get the information to the public.

Ms. McArdle stated so the policy people giving information to the public.

Alderman Osborne asked are you talking just about Manchester here or are you talking government in general.

Ms. McArdle replied the service area if you will include the City of Manchester.

Dr. Sullivan stated although we have been informed by Comcast that we will be...in the future...because the towns have asked for it but the government access channel will also be shown in Hooksett, Auburn and Candia the same as the educational channel is shown in Auburn, Hooksett and Candia.

Chairman Forest stated maybe we should get those communities when we're ready.

Ms. McArdle stated get input from them you say.

Chairman Forest stated I think I was talking to Grace earlier today about the employees of the City are also part of this, what they do...we get a lot of criticism about...I wouldn't say criticism, a lot of complaints about City employees not doing this or City employees not doing that and I'll tell you that in the four years that I've dealt with City employees I think they do a fantastic job because...at least for me and I sort of defend them a little bit more than I used to, so I think they're pretty much involved in this.

Ms. McArdle stated so the opportunity for some exposure to the work that employees do.

Alderman Lopez stated I think sometimes the misconception...I guess the most famous one you hear all the time is about employees fixing holes out there and why there's five people on a truck. Maybe explanations and to go out there and to explain it to the public so that they understand I think is very important. I think if the communication line is very important.

Ms. McArdle stated I have to tell you that back about six years ago I had to have some work done on the septic line that went from my house out to the street and we didn't know if the problem was in the street or on my property and the City crew showed up and they were there for hours, they did a great job. The reason why the guys are standing around the side of the hole holding shovels is there's

only room in the hole for one guy...there isn't room for five people in there. People don't look beyond what they see on the surface and you're saying you have a chance to tell that story. What else...who else is City, who else in the City of Manchester ought to get exposure here?

Alderman Osborne stated I think it has to do with government in the City...piece-by-piece.

Ms. McArdle asked is there anything else?

Chairman Forest stated people in general...citizens of the City...it will now be citizens of cities and towns around us.

Ms. McArdle stated we were talking this morning about some ideas that might allow more interaction although we were also...we had a discussion about we do need to draw a line between what is going to be the public access channel in a more traditional citizen involvement versus the government access and the education access channels. So, in terms of citizen interaction we talked about some ideas but again it really is designed to focus on telling a story and getting information out about what's going on in the City...does that cover that, are you okay with that, okay.

Ms. McArdle stated secondly, from your perspective what do you think...what kinds of information do you think people want to have or as you were saying, Alderman Lopez, what kind of information do people need to have, ought to have about what's going on in the City?

Chairman Forest stated I think you just said it, I think that's what we need to know, what's going on in the City and we keep people informed.

Ms. McArdle asked what kind of information is that? Get as specific as you can about what people want to know. You said what's going on in the City, what does that mean?

Alderman Lopez stated I think people want to understand their government, I think people want to understand if we're talking about health that we have the right people speaking about it, the experts...we're talking about senior citizens...they want to know about what's happening in senior citizen areas as to what's available to them, what programs are available and I think we had a former Alderman who has a good TV program on the public access side that brings in government and I think maybe it's good that he does and maybe government should bring in more on the side instead of public access TV. So maybe define

government access...if government access is going to do it then we should have a plan to do it so that we're not cross planning with public access because it can be confusing to the public. I know listening to his programs a lot of people have commented oh I didn't understand that, they understand it now...they have the police on there, fire...have the communication with the public to have them understand what's happening instead of being in the windows out there saying why are there five guys on a truck and I think they have to understand. Once they understand City government in a program that's providing information to the public I think it leads onto another aspect of why you're taxes are this way and so on down the line. That is what I think it's a role of.

Ms. McArdle stated you also mentioned the word expertise...the expertise that you have in your various departments, it's a good way to show people what talent and what experience you have that they might not otherwise recognize or have a way to appreciate because the story hasn't been told as well as we would like it to.

Chairman Forest stated one other think that I assume has to do with this is that you have to market because what Alderman Lopez said earlier about...oh no it was you (Ms. McArdle) that said it earlier that your neighbors are not watching...I get the same thing that they're not watching.

Ms. McArdle stated you might also say well how do I know they're not watching it's not that I'm in my living room with binoculars trying to see what they've got on their set...when I say did you see such and such last night I don't get any reaction. But, we talked about this this morning and I want to delve into this a little bit more detail this whole issue of marketing and outreach which we talked about some this morning. What else do you think people want to know?

Alderman Osborne stated that's one of the questions I had is who do you have for marketing.

Dr. Sullivan stated what we've been doing is concentrating on balancing public access versus education and government which is why we're here and getting that feedback so this is an opportunity to doing more marketing, doing programs about this is government access showing a Police Department program...Senior Program as produced by the Police Department. Hearing more outreach on that level. So, in terms of marketing that's what we're doing now is developing a marketing plan. Quite frankly, we've just spent so much time dealing with public access through the transition that's happening now and we can look forward to the future and doing more marketing.

Alderman Forest asked is it going to happen as soon as July 1st. Are you going to be separate then or are you going to be still in the process of separating.

Dr. Sullivan stated I will tell you what's happening now. At MST (Manchester School of Technology) there's renovations this summer and what will happen is that we will be closing the facility on July 5th. Education and government will transfer programming out of the live feed upstairs. So, we'll have reduced programming but we're going to do a lot of sports coverage and we're going to do a lot of out on location productions about different things that are happening in the City like the building of the schools. Public access if July 1st...they've been having meetings with their Board of Directors...I'm not privy to that information. I would look forward to and would say to them I would be more than happy to work with them to make sure that they know that July 1st...the last thing I heard was that they had interacted with Verizon as well as Comcast about getting a new feed at their facility on Commercial Street but they have not really interacted with me about what they're doing. Again, we have said if you want our help we're there. But, hopefully...

Ms. McArdle interjected can we take the next step to your question...and that would be when are the renovations scheduled to be completed at MST and when would you be back operating.

Dr. Sullivan replied we'll be back by September...Gilbaine has said six weeks but we've given that two months just to make sure and our offices will be at McLaughlin School during the summer. So, we'll be up and running and doing a lot of taping and we'll be on this plan so that we will be up and running again at full capacity in September.

Alderman Lopez asked it's not costing you anything for renovations is it?

Dr. Sullivan replied no that's part of the School Education plan. The other thing that I didn't bring up that I should have at the beginning is that the MST...within two years they will be going through renovation funding in terms of having to do with the funds having to do with MST but we have been given the go ahead to develop a plan to expand the studio, make the studio bigger and in terms of capabilities this is going to be part of that plan. So, it's all of the transition that's going on.

Alderman Osborne asked how many on air hours do you have now?

Dr. Sullivan replied if you look at a report that we passed out...the MCTV Annual Report that there were 659 hours of government access programs produced. Now, those programs are repetitive.

Mr. McLean stated it would be live and then again scheduled twice in a 24-hour period.

Alderman Osborne asked how many hours are left in a 24-hour schedule.

Mr. McLean stated in the last two months I've only had about three hours and that's with the two minutes in between meetings.

Alderman Osborne stated so it's repetitive.

Mr. McLean stated that also plays three times a day.

Alderman Osborne asked do you have any guidelines now as to who goes on and who doesn't?

Dr. Sullivan stated on government access.

Alderman Osborne stated yes.

Dr. Sullivan stated the guidelines are that...yes...look at the definition of government access...it pretty much serves an impartial, objective, noncommercial, community resource to increase citizens awareness and understanding...it would have to be programs that are sponsored by a City department or an elected official. You have ownership of the program by the department so say, for example, every year Alderman Lopez requests the Memorial Day Parade and I know that Alderman Lopez is a busy man and I just happened to say Alderman Lopez...the Memorial Day Parade you usually request it and he said right I'm requesting the Memorial Day Parade. So, if you had something...Senator Gatsas that you wanted to have done you would call us and we'd say okay you're sponsoring that program...we have the form now and it's probably on our website so it would be more convenient for you...

Mr. McLean interjected it's currently on the website...you go to the bottom of the Channel 22 page and it's a download to PDF files and will go right to your computer to print it out, sign it and fax it right back to us.

Dr. Sullivan stated if it was something as an elected official and wanted to do a program it says government access does not include programs which are sponsored by individuals or non-government entities; or programs which provide political commentary or opinions rendered other than during the conduct of official business by a governmental body. A department head couldn't go in and do a show saying I think so and so is not a very nice person because then you go into public and get into opinions and that goes over into public access. So, what we did was put examples there. If we need to expand those guidelines we'd be more than happy to do that if you have input that you'd like to give us on that level.

Alderman Lopez asked to get back to your question how do you get input from people for what's needed and where it would fall in the category that's needed is I think an intercommunication city-wide.

Ms. McArdle stated intercommunication.

Alderman Lopez stated yes for all the department's to have a location where the Mayor or the Health Department could have conversations or pass out information to all City employees and the reason I say that is because then that goes back to information of people looking at MCTV. The other problem I think why a lot of people don't really watch MCTV or government access let's put it that way is that the advertising is so small in the paper and they don't get anything in the bills that you get from Comcast...maybe that's our fault, maybe we should have an MCTV schedule for the month if we could arrange that with them so that the people know...you have to go find it in the paper if you want to know what programs are on and some of the elderly it's pretty hard for them to see that little fine print that's only so small. So, I think if you had something like the Rines Center being hooked up...they have a lot of great programs, a lot of programs that I'm interested in at the same time but other people I know would be interested there...especially the elderly, child care, CPR...they have everything right there in the place that I thought was going to be hooked up, so I think we have to get the foundation cleared away first as we move forward into the century and all of these other ideas will fall right into place.

Alderman Osborne stated Officer Bolduc...enlighten me a little bit...what channel is he on.

Dr. Sullivan replied he's on channel 22...Senior Living...because that's his assignment and he's doing a great job and I know when I go out people talk to me about that show. The thing about feedback on people watching and who's not watching...

Alderman Osborne stated I think if you involved more neighborhoods into this, I think this is the biggest thing, I think you have to involve the people more than anything. I think people are kind of tired of government as such. But, if you involve the people themselves and can take the camera out there and take pictures in Ward 2 and 1 and 12 and whatever and involve the neighborhoods they'll say gee your house was on channel 22...that's one way of advertising and getting the people to watch that channel.

Dr. Sullivan stated I would rather be having a camera out in the neighborhoods... that's an excellent idea.

Chairman Forest stated one thing along with what Alderman Osborne is saying is the fact that the people who do watch the Board of Mayor and Aldermen don't actually know what we do. We bicker a lot, we get things accomplished but a lot of people say well that's the only work we do is the two or three hours that they see us on TV once-a-month and I think maybe your program...maybe you can even follow one of us around and see what it's like during the day when people call us and we take care of complaints and everything else...that it's just not the three hours or the two hours that we spend here every other Tuesday.

Ms. McArdle stated that's one of the reactions I got when I asked my neighbors did you watch MCTV and they said isn't that that show that just covers the Aldermanic meetings and why would we want to watch that. But, what I hear you saying is to put a human face on city government and let people know what people do. We had one comment this morning where somebody said even just little two minute...in the interval Jim between shows...just quick takes on this City employee just celebrated 30 years working for the City and this is where she started and this is where she is today and this is what she does for the City. Just putting a human face on it and whoever made that comment I can't remember who it was...Jeff...said once people start to see that that's on MCTV they will start to watch it because they're making that human connection. This idea of following a City official around for a day...what is it really like and what kinds of sacrifices do you make and how many...talk about getting overwhelmed by e-mail... requests coming at you from every corner.

Dr. Sullivan stated it could be a new form of reality TV.

Alderman Osborne stated they're interested in what's going on in their ward, believe me. So, if you follow me around I'll show you.

Chairman Forest stated what we do is not exactly what *The Union Leader* says we do.

Alderman Osborne stated you get them talking...it's the only way you're going to get them promoted without the buck.

Alderman Lopez stated that triggers me to another area. Somebody could do a program about the different types of parks we have in the City. People don't even know that we have McIntyre Ski area in some cases. If we pick out different programs that we can make a good story...I think it has to be longer than 30 minutes, a good 45 minutes or an hour. I think people rush...30 minutes is not very long to watch a program. I think it has to be a meaningful program.

Ms. McArdle stated some of these are ideas to tell you the truth that we did not hear this morning, so this is really helpful to have. What else, other ideas, what else do you think people would like to see. What else do you think they should know about that they don't know about now.

Alderman Osborne stated it all boils down to what involves them, that's it period. The more you can involve them is going to advertise it without the buck. You can put all of the things you want down there but if it doesn't involve them in some way it doesn't mean anything and they're not going to turn on channel 22.

Chairman Forest stated I think one other thing is what we're doing here is good because you're doing some brainstorming but once you start these programs you're going to find that people are going to call you with ideas and say I'd like to see this or I saw this on PBS can you run it...that type thing.

Ms. McArdle stated I think you're absolutely right.

Alderman Lopez stated I think another area is procedures of the Board. Do people really understand the Board of Mayor and Aldermen...you hear comments well you never say anything, the Mayor cuts you off...there are parliamentary procedures we have to go by and the Mayor is the parliamentarian and can shut anybody off anytime he wants...so for people to understand the process of what happens here...he can let you speak and then go onto somebody else, he must recognize you...so, I think once they see that and they understand it...we have rules in here...two or three pages of rules that we have to go by unless we suspend the rules, so it really helps people to understand.

Ms. McArdle stated I think you've expressed it but why that's the better way to run that kind of meeting...what would happen if you didn't have those parliamentary rules and what would happen if it was much more open. Some people might say open and some may say chaotic and it's a way to manage all of the information that gets...

Alderman Lopez interjected everybody says well I can't speak in two minutes or three minutes...well, that's the rules of the Board. It's not the Mayor's rules, it's our rules and the Charter gives you the authorization to do that. So, if somebody comes up and speaks for two minutes and they say that's not long enough...well, we can't get a dialogue...well, that's not in our rules, we don't get into a dialogue...we'd be here all night.

Chairman Forest stated there are times when certain things have come up before this Board and people want to talk about it...we've had times when we've had 100 people in here that want to come in and talk about one subject, so you give them two minutes...that's a lot of time...we've cut into our meetings sometimes and let them go and all that...the Mayor has a leeway on this...there are people that have come here and got their four or five minutes in...it's not that strict a rule. The Charter says two minutes or whatever we say two minutes and some people come in and the Mayor let's them talk a little longer so nobody gets cut off at exactly two minutes...well, I guess there were a few that were cut off.

Ms. McArdle stated sometimes it's good to have those rules when you're sitting there.

Chairman Forest stated absolutely because we have some people who come here on a regular basis...they say their thing and then they go away and then come back at the next meeting. Some of them have some legitimate points.

Ms. McArdle stated this is another idea that we did not hear this morning but I think it would be useful to people. Any other ideas about kinds of things that you think people would like to know or should know...like this falls into the category of it might not get the most votes in a poll but it should be something that should be useful to people. Two other questions then that we would like to get your input on and they are again...number one, if we could have and it wasn't your budget problem to figure out how to have it...if we could have all of the resources...

Alderman Lopez stated money's no problems if it's a good project.

Ms. McArdle stated if we were going to have all of the resources that we could possibly want so that we could say we have the highest quality, state of the art public TV system, community-based TV system in the country and from what I keep hearing from stories about other systems around the country we already have more than some but what facilities would we want, what resources...people, equipment...what would we like to have?

Chairman Forest stated that's like the golden goose.

Dr. Sullivan stated I think if we go back to what Alderman Lopez talked about in terms of we have...we are rich in content like the Rines Center...to be able to hook up the Rines Center to go live. I think getting that connection...like hooking up Gill Stadium to go live was very important, so I think it's really the connections and the communications systems. Alderman Gatsas, you know I'm not going to say...yeah, we have some money...I'm not going to ask for it you know that.

Ms. McArdle stated we're talking now in classic brainstorming...you've all done it before...I know it's hard to do in a legislative environment but if you could have anything you wanted what would you have?

Chairman Forest stated there are a lot of things out there like Dr. Grace says about live hookups...the School Committee meetings...we seem them two or three days after they happen or we read about it in the paper...where if it were live and you're interested you'd be looking.

Alderman Gatsas stated I thought the school were all hooked up.

Chairman Forest stated I guess Comcast put them in the schools but not at the administration building.

Alderman Gatsas stated I wrote that contract, I know what was in there.

Dr. Sullivan stated we're talking the live connection as opposed to having cable for free in the schools and just a point of clarification...

Alderman Gatsas stated I'm talking about the live feeds.

Dr. Sullivan stated I want a point of clarification because Comcast was ready to hook it up and the School District said because they were planning to move to another location...once they've moved to Commercial Street then Comcast would be able to hook it up because we have a hookup at the Verizon Center that would be great to have that hasn't happened yet but they're waiting for School Administration.

Alderman Lopez asked why would they hook it up in a leased building, is that what you're talking about...they're going to hook it up when they move?

Dr. Sullivan replied they asked to wait until they moved from Bridge Street to the new location. Comcast wasn't ready to do the connection until this year.

Ms. McArdle stated okay I'm going to facilitate because I'm being paid for this, okay.

Alderman Gatsas asked where are the funds coming from?

Ms. McArdle replied I don't know.

Dr. Sullivan stated they're coming from MCTV operations funding.

Ms. McArdle stated so we agree with the idea that live hook ups from various locations would be a good idea. One of the things that came up this morning and I can't remember who said it was...I think it was Parks...said it's a great idea but some people are going to be ready for that sooner rather than later and some people are going to be resistant to being among the first to volunteer for live hookups, fine, fine...but, having the capacity to have live hookups where people think it would be useful and where people would be accepting of it...what else in terms of facilities, resources?

Alderman Lopez stated a remote van.

Alderman Gatsas stated that was talked about four years ago.

Dr. Sullivan stated in terms of the amount of money that we have. What we're trying to do is we have a finite amount of money from the Comcast money and we're going to prioritize...these are the things that people think we should be doing from now until 2015...we have a finite amount of money, we can leverage money as Kevin Clougherty talked about this morning and so we are going to prioritize...look at foundations because we only have a certain amount of money. Does that answer your question, does that make any sense?

Ms. McArdle stated somebody said this morning, for example, because I thought oh, a remote truck would be a great idea...somebody said this morning it isn't always the best idea because it's \$70,000 to buy and every time you turn it on it's four hundred and something dollars and so would a better approach be multi-portable cameras and more remote hookups...don't know...all we're doing now is saying what's the whole list, what's everything we could want.

Dr. Sullivan interjected somebody did bring up the van...it was the staff that said that could be a lot of money in regard to over the next few years.

Alderman Lopez stated if I get what you're saying Dr. Grace is once you get through this then you might say it might be better financially if we do all hookups and forget the van.

Ms. McArdle stated this is just to get all of the ideas out.

Alderman Lopez stated I think Alderman Gatsas does make a good point...we talked about these things four years ago because I know he was very much instrumental in doing a lot. We're here today trying to help you so we can get you up to par...

Alderman Gatsas stated eventually we can go satellite.

Dr. Sullivan stated one other point of clarification...I have talked to Comcast about helping facilitate the cost of this process...so, that is in the works in terms of...

Ms. McArdle interjected she made sure that I had my Comcast e-mail address in the bottom of the invoice.

Chairman Forest stated I have a comment and it's along the lines of Alderman Gatsas...I realized we're brainstorming, you went to all of the departments asking what are you going to do and when and what's the best thing for MCTV. The question I have is you're under the administration of the School Board still, correct?

Dr. Sullivan replied yes.

Chairman Forest asked why are you depending on us to give you all this information?

Dr. Sullivan replied because the way it was...for the first 10 years we had a percentage of the money that went to fund MCTV then what happened was we had to come here for our budget. So, if you're giving us the funding and you are the government agency that we're helping to put communications out with we want your input and also because during the public access separation meetings that were going on I was listening in regard to getting the sense that you would like us to come back and talk about what we're doing and then I thought it would be a good idea to get input from you.

Ms. McArdle stated you have given us some ideas that frankly we did not hear this morning.

Alderman Lopez stated I think that Alderman Gatsas is absolutely correct in a lot of aspects. I think once we have a budget regardless of what that number is is to make sure that we're giving that budget or the things that we talk about and then once they get the budget...the School Board...there's got to be some type of an agreement...they don't have the authority to change anything unless they come back to this Board of Mayor and Aldermen but I think we're in the process... where the authority lies and she comes under the School Board I think that's what it is. We brought up something tonight that we never even knew anything about of hooking up the schools, the School Board decides that they're not going to do it but we never knew about it.

Dr. Sullivan stated they didn't decide that they weren't going to do it, they just knew that...they were just saying why should we do it if we're moving someplace else.

Alderman Lopez stated still...the communication line is not back to us and I think that an agreement with MCTV would be because of the court ruling and all of that with the separation of the schools but there's nothing wrong and I think maybe I don't want to get too far away from this and it might be another day for another subject but I think that with the court's ruling about the separation that there's nothing wrong in making an agreement because there is an agreement that we can't make a debt for the schools unless they agree to it. But, if we say we're going to give you one percent (1%) of this because we believe you're going to do all of the hookups, you've got the capital improvement money and everything... once we give it to you and it's not done because the School Board doesn't want you to do it that's a problem I have.

Dr. Sullivan stated but I haven't asked for one percent (1%).

Alderman Lopez stated I realize that...I'm just using that as an example.

Ms. McArdle stated I'm going to put that down as...

Chairman Forest stated whatever is there...if we implement it all...it's not all going to be done in July, so it's nice to know that I'd like this and eventually will have it.

Ms. McArdle stated to that point I think it's important...well, one of the discussions we had...this is a question that I did not know the answer to so I asked it this morning and that is can MCTV accept private money to fund the purchase of certain kinds of equipment and the answer that I got this morning was yes, is that right?

Dr. Sullivan stated yes from Kevin kind of similar to the Library Foundation kind of thing.

Ms. McArdle stated my reaction to that in my business because I do a lot of fund raising consulting is I see a lot of organizations that try to raise money for a lot less interesting, a lot less community service based projects. This is something that you could go out and raise private money for. Now, is that going to happen by July...no, it might not happen by next July but it can go into the plan.

Alderman Gatsas stated you might be able to do it on public access.

Ms. McArdle stated and we do need to check that.

Dr. Sullivan stated again that was an idea that came up in terms of the Library Foundation...but I think going back to just the hookups I think the first 10 years under the first contract back in 1990 I had said please hookup Gill Stadium and they were like it wasn't going to happen. But, then Alderman Gatsas got Gill Stadium hooked up and that opened up a whole new range of programming...Gill Stadium we did the Thanksgiving football game live, all summer long we are going to do Legion ball, we do baseball live.

Alderman Gatsas stated they just got done.

Dr. Sullivan stated yes. The Turkey Bowl was first live and watching...being here during budget hearings Alderman Smith talked about parks and Legion ball...I went back and said we should do Legion ball this summer. So, the hookups open up more programming for us.

Alderman Gatsas asked have you checked with the City Solicitor's office?

Dr. Sullivan replied I have asked Tom Arnold that...what hookups are available because...

Alderman Gatsas stated I asked for it four months ago.

Dr. Sullivan stated I know Gill Stadium we've hooked up, we've hooked up JFK...I don't think the Rines Center is in the contract but it would be great to have.

Ms. McArdle interjected can I just make a point first. I wanted to capture your idea up here as something that you want to be part of the overall resource when this entity gets to where it needs to be and that is what I heard you say closing the

communication loop from the time that something leaves here and is approved then goes to the School Board if there is something that isn't done you would like to hear back about that, is that what I'm hearing you say.

Alderman Lopez replied what I'm saying is whatever is decided in the funding aspect in order to accomplish something for the City has to be done...a legal agreement between us and the Schools so nobody can change it and I think that's what the problem is. I believe that Alderman Gatsas was a very good negotiator with Comcast and he knows what he's talking about in a lot of aspects in that area better than I and I think what the problem is is that we don't get the information back and we say that we're going to do something and this is no reflection on Dr. Grace or anything like that but maybe we can open the contract again and negotiate something because they are reaping the benefits tremendously out of the City and we're reaping the benefits of getting the 5% but still there's nothing saying that maybe this Committee could sit down or we authorize to sit down and talk to Comcast and I think on this side we probably could do a lot better and I don't want to use "a lot better" but we probably have a lot more influence to sit down with them and come to the conclusion of what Dr. Grace needs that maybe we can open the contract and get some of these projects done.

Alderman Gatsas stated I'm going to go there because that contract was a year ago. We extended it for five years and I voted against it because I thought it was a lousy contract...I didn't negotiate it.

Alderman Osborne stated while we're trying to put our apples into sports why are you trying to get Gill Stadium...I thought channel 22 was suppose to be for government access.

Dr. Sullivan stated no I'm talking about educational access...on channel 16 we're doing sports...school boy hockey, school girl softball.

Alderman Osborne stated with the budget you have here now I think the best thing to do is to go out there and promote the channel itself is to do what I said in the first place...get remote cameras and go out there in the wards, follow the aldermen around...get started from the bottom up, not start from the top down. This is the best thing to do to build up the channel and to eat up your hours and so on and so forth without repeating three or four times with one program...people get tired of it too...nobody wants to sit and watch two hours of Board of Mayor and Aldermen three times a day. This type of thing here is what you need...you've got to promote but the people have to be involved...they're interested in what's for them and what their taxes are...this is bottom line period.

Chairman Forest stated along the lines of Aldermen Lopez and Gatsas about not being informed I think that's come to the Board more often than I like and I'm sure more often than any of the Aldermen like. It doesn't do us any good if every other year you tell us it didn't happen. We'd like to know if you're having trouble with it and let us know...we'll make sure it happens like the hookups. Again, I was under the impression that all the schools were done and everything else and now I'm finding out they're not.

Dr. Sullivan stated the schools and the free hookups are done but the live connections...the last two live connections would be Bridge Street and Verizon. I would like to have Bridge Street done...JFK is done...

Mr. McLean interjected we had live hockey this winter from JFK.

Dr. Sullivan stated I would love to have the high schools done.

Alderman Lopez stated why don't you provide us a written report of all that stuff.

Dr. Sullivan asked would you like me to do that.

Alderman Lopez replied yes please.

Dr. Sullivan stated I need to have the list of what is supposed to be hooked up because I'm still not clear on that. I think what's interesting is that on the horizon is Verizon is contacting the towns to start to provide cable service, it's just on the horizon which I think...Verizon has gone into Massachusetts to ask for contracts to provide cable in the towns in Massachusetts and I'm looking ahead...I see that happening in New Hampshire they've already contacted some folks in New Hampshire so in terms of that cable competition. So, I think it's good to have these things clarified.

Alderman Lopez stated let me just clarify something please...let me ask Dr. Grace to clarify something. I know recently that Hooksett came and asked us if you could televise Hooksett, right?

Dr. Sullivan replied no what happened was channel 16 was on in Auburn, Hooksett and Candia and there were some technical problems and it went down and there was a tremendous amount of complaints coming from the towns to which I said if you want the channels on we can tell Comcast they're not on but it's really the town government...we give that to the towns for free. So, what happened was Comcast was contacted and they decided to put channel 16 back on and do some technical things. Our modulators were old and because they were

having complaints about the signals and the engineers came in and they look at our signal quality and they said Bedford has much better modulators than Manchester. So, they were going to give us new modulators, which we're going to have put in in September when the studio is opened up again.

Alderman Lopez stated it would probably be another day for that subject but I guess I'm getting at is that if the Towns of Hooksett and Auburn and Derry and all these other places are using our channel 16...

Dr. Sullivan stated they're just watching the channel.

Mr. McLean stated just the sending towns gets the education channel.

Alderman Lopez stated it's provided to them by Comcast to watch it.

Dr. Sullivan stated free of charge. The Central feeder Town of Hooksett...so if there is a Central concert on the people in Hooksett want to see that.

Alderman Lopez asked didn't we negotiate for Manchester 16, 23 & 22. So, if Comcast is giving it to other communities don't you think there ought to be a fee that they give us.

Dr. Sullivan stated that's up to you gentlemen. We're providing that to the towns for information in terms of education...that is not for me to say we should make the towns pay.

Alderman Lopez asked Alderman Gatsas do you have a comment on that? You're pretty good at it, don't you think...

Alderman Gatsas stated they're not feeding into the system we're feeding it out to them.

Dr. Sullivan stated Bedford has their own community television and we send them DVD's now and we share programming...Auburn, Candia and Hooksett doesn't have a channel 16 they don't have access. We used to be on in Bedford before Bedford became Bedford Access...we used to be in Goffstown back in the 90's.

Alderman Lopez stated the point I'm making though is if they're telling Comcast we want to see 16 or 22 in our community and they're using you in order to feed to them education channel then I think we should have some more discussion about that because I think that they should be giving us an additional fee for providing services to that community that they're making money on.

Chairman Forest interjected I don't think that Dr. Grace or anybody at MCTV has a control on who watches channel 16. I think that's Comcast who provides the channel.

Alderman Lopez stated but they'd need our permission.

Chairman Forest stated for people to watch I don't think so.

Alderman Lopez stated they need our permission to transmit it over there, right that's what I'm gathering.

Dr. Sullivan stated since 1990 we've been doing it and the feeder towns and again it's helpful for the high schools that feed into the City that they get informational programming. The towns have asked for the government channel to be turned on in the towns because they want to see what's going on with the government in Manchester which again...

Alderman Lopez stated we should have some discussion about it.

Ms. McArdle stated I think there's a couple of questions here and I think one of the places you were going Alderman Lopez was okay...two questions. Number one, if the towns that are not paying for viewing are out there and they're interested at some future time would you have a discussion about whether they should make some payment to the contract because they do have the ability... whether you decide it or Comcast decides it or whoever because they're viewing it...question number one. Question number two...is it a natural extension then that they would come and say we not only want to view, we want to participate and if that's the next step then that opens up a whole different set of questions about funding right. So, we said that we would keep you here till 6:15...I am sure that you are fascinated with this conversation and could go on for hours...what I would like to do is ask what are your additional ideas...these are a couple of the things that we've already said about how to market MCTV...

Alderman Osborne asked what percentage of the viewers do you want for sports, for instance? How many people do you think are sports oriented that watch...3% of the population, what population goes down to the riverfront?

Mr. McLean stated that is the education channel and it is generally from the other access centers that we've been involved in showing the students participating in sports in one of the most highly requested programs in every education access center in the United States.

Dr. Sullivan stated assemblies...from elementary assemblies to pre-school assemblies...this next coming week is graduations...16 is school.

Alderman Osborne stated I know that down at the riverfront...I haven't been there yet but that's okay...you put up a stadium and you're lucky if you get 3% of the population going down there but 97% of them have to pay for it. So, this is what I'm trying to say...

Ms. McArdle stated I know what you're saying now, yes. Channel 22 is government, so government has built the stadium and therefore we should use government to help promote the stadium, yes. That the government channel should be there to help promote the stadium.

Alderman Osborne stated I don't want to get into that...not everybody is into sports.

Ms. McArdle stated can I just make a comment. The strong gist of the conversation in this morning's meetings with the representatives for many of the departments was that the government access channel is a tremendous opportunity to promote what happens in the City and to engage people in what happens in the City. City government events, bulletin board type information, where to go for what, who provides what kinds of services...most people and you know this a thousands times better than I do only find out what services are available when they need something and they go look for it as opposed to being educated and informed up front; that was the strong gist of the conversation this morning that the channel could do a tremendous service for both the City government and the people. The issue of sports coverage as I understand it covering school based, education based, sporting events is pretty common and we're doing it like other channels are doing it, is that right. Can we go over here for just a minute. Are there any other ideas that you had, for example, you said start from the ground up, start in the neighborhoods, stories about what's going on in the various neighborhoods, the various wards...talk about people...people in the government, what people are doing, what talent they have, what expertise they have...what other ways could we promote this...to your point we're not going to spend money on this this is really PR this is not advertising.

Chairman Forest stated it is PR that's what you're going to need and the better your programming gets and the more you offer the people the more viewers you're going to get and the better you're going to get and the more money you're going to get. So, you've got to start somewhere. All the PBS stations started that way so

you can have the dreams but before you can fulfill those dreams you've got to start at the bottom like Alderman Osborne said let's start by doing the things and I think you're going to get comments.

Ms. McArdle stated the thing is you will hear from the marketing/communication world is that every dollar that you spend on PR is ten times return on investment for every dollar you spend in advertising. So, if that's what we have in front of us then we'll get a better return just by doing the job right.

Alderman Osborne stated I've been in business for 38 years and I know a little about it.

Mr. McLean asked is there something specific you would recommend that I could be doing at my job more PR. I talk to as many people as I can and send out stuff and website...but that's what we're looking for. Is there something more in the PR world that we're not doing that I could do?

Alderman Osborne stated like I said follow around an alderman, take each ward, get them all, go around and have the aldermen sit down and explain what he's done in the ward...this street, that street...get these people involved in what's going on in their ward...this is the most important thing...that's what they're interested in...a lot of them are not interested at all, they're interested in their taxes.

Alderman Lopez stated we're not talking about the budget here tonight we're talking about a good idea here.

Alderman Osborne stated you know where I'm coming from.

Alderman Gatsas asked how many staff members do you need?

Dr. Sullivan replied six people but some will be leaving for public access.

Alderman Lopez stated not matter what you do if you're talking about PR you're talking about going around the neighborhood. I think that you need to put a concrete plan together from A to Z in order to accomplish it whether it takes six months or up to a year to accomplish it...this is not done overnight it just can't be and you can't just say go out and do PR...that's ludicrous...you've got to have a plan as to what type of PR you're going to do whether it's going to be written, whether it's going to be TV wise or whether it's going to be a commentator or whatever the case may be but what's the end product you want accomplished.

Ms. McArdle stated we thank you for giving us your input into this because it will be a better plan because of it.

Alderman Lopez stated one thing before we close, Mr. Chairman, I think that this is very good. I thing though that we need to look with Tom Arnold, we need to have some input as to what needs to be done, what had to be done, what was not done and if Dr. Grace could work with Attorney Arnold and give us some type of report so that we can respond either helping her somehow and I still go back to say and I direct this mostly to Attorney Arnold...if other towns are eating off of us I think that there's room where the Comcast contract could be reopened because they are providing a service through us to that community for their public relations aspect and that ought to be worth something. Just a comment and I think that Attorney Arnold could look at that and if there's any validation there then we could probably get some people to open up the contract and have a dialogue. Even to have a dialogue doesn't mean they're going to give us anything but have a dialogue. I think it's important.

There being no further business to come before the committee, on motion of Alderman Lopez, duly seconded by Alderman Osborne, it was voted to adjourn.

A True Record. Attest.

Clerk of Committee